



*Delaware Health
And Social Services*

DIVISION OF MANAGEMENT SERVICES

PROCUREMENT

DATE: April 24, 2012

HSS 12 018

SOCIAL MARKETING IN SUPPORT OF THE DELAWARE
HEALTHY MOTHER & INFANT CONSORTIUM AND DIVISION OF
PUBLIC HEALTH MATERNAL & CHILD HEALTH INITIATIVES

FOR

DIVISION OF PUBLIC HEALTH

Date Due: May 17, 2012
11:00AM

ADDENDUM # 1

Please Note:

THE ATTACHED SHEETS HEREBY BECOME A PART
OF THE ABOVE MENTIONED BID.

Responses to questions addressed at the pre-bid meeting on
April 24, 2012 are attached.

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	QUESTION	RESPONSE
1	Who is the incumbent for this campaign?	Aloysius, Butler & Clark
2	What are the specific calls to action for the social marketing campaign? Is it enrolling more high-risk women in the Healthy Women Healthy Babies program? Or is it simply an awareness campaign?	It is both.
3	How will results of the campaign be measured?	Greater awareness of the risk factors for infant mortality and increased healthy behavior among girls and women of childbearing age.
4	Will we be able to ask additional questions at the pre-bid conference?	Yes.
5	What is the budget for this campaign? If overall budget information is not going to be released, is there a specific advertising budget?	There is no overall budget or specific advertising budget that is going to be released. Bidders should propose a budget based on what they intend to do and how they intend to do it.
6	In goals 1 & 3 does the term "media campaigns" include paid media?	Yes
7	In reference to goal 5, is this in addition to the existing website?	It could be in addition to the website or and additional feature of the website.
8	Can you provide more detail on the annual summit?	The annual summit brings together stakeholders from across the state in plenary and breakout sessions to discuss new approaches to improving birth outcomes and eliminating the racial disparity in rates. The summit usually features a keynote address delivered by a subject matter expert of national renown.
9	Can you provide more information on the strategies listed in the RFP? Are all of these required or will their use be based on our recommendations? If they are required, is a new print campaign/radio campaign/television campaign expected yearly? And is there a specific budget for any ad buy?	The listed strategies are not required. The expectation is that the prospective contractor will propose what blend of strategies will yield the best results at the best cost. There is no specific budget for any ad buy.
10	Is there a budget allocated for this effort? Can a budget be provided by year?	There is no set budget. The prospective contractor is invited to propose a budget based on a stipulated set of strategies. See answer to question 5.
11	How do you currently target the demographic of women ages 15-50 with messages appropriate to their stage and receptivity?	The initiative employs a mix of the strategies listed on page 10 of the request for proposals.

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12	Section I, Page 7, The RFP referenced the IMTF 2004 Report. The report details a budget for the statewide educational campaign. What is the budget per year for this 2012-2015 initiative?	There is no specific budget; the expectation is that the prospective contractor will propose a budget based on a set of stipulated strategies.
13	Section II, Page 10: What program assets currently belong to this initiative, e.g. Websites, twitter accounts, Facebook pages, photographs, video? Will the government please identify former and current contractors? Is the "Healthy Women, Healthy Babies" the brand of the educational campaign? If so, will it be continued?	The program has several assets including but not limited to websites, twitter accounts, Facebook pages and photographs. The current contractor is Aloysius, Butler and Clark. "Healthy Women, Healthy Babies" is a brand of the initiative; the expectation is that it will continue.
14	Section II, Page 8, Goal 4: How many people are invited and attend the annual summit?	Typical attendance is 300-350 participants.
15	Section II, Page 8, Goal 4: Beyond the initiative, what additional PR support will be required for DHMIC?	This will be dependent on PR needs identified by the leadership of the DHMIC.
16	Will you accept out of state bidders?	Yes
17	Have there been previous DE statewide campaigns on this issue or other initiatives in addition to campaign?	Yes, there have been campaigns in Delaware to control infant mortality going back over two decades.
18	Is there an incumbent organization that currently has this work? If so, has the Department been pleased with the incumbent's performance?	Yes, there is a contractor currently providing social marketing services in support of the DHMIC.
19	What is the funding level for this RFP?	There is not a set funding level. See answer to question 5.
20	Would you prefer that we propose specific work for specific costs, or offer ranges that could accommodate a variety of media campaigns,	Either approach would be acceptable depending on the nature of the proposal on which the costs are based.

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	number of meetings, number of reports?	
21	If you prefer the latter, can you provide any more detail RE: number of meetings/events, number and type of reports, target number of summit participants, etc?	See above
22	Is there a predetermined budget for this project?	No
23	Do media costs need to be included in the budget numbers we provide?	Yes
24	If media costs must be included, can the media budget be based on ranges rather than actual costs?	Media cost for the out years may be based on ranges but actual costs are preferred for the first year.
25	How will you measure the success of this program?	Greater awareness of the risk factors for infant mortality and increased healthy behavior among girls and women of childbearing age
26	Are you looking for media recommendations and placement for TV, Print, Radio, Outdoor & events or are you only looking for creative for those elements and placing the media on your own?	The expectation is that the contractor will provide creative, media recommendation and placement.
27	If the RFP does include media placement, do you have a budget range you are comfortable with so we can figure out how to maximize the dollars and justify the recommendation knowing the consumer you are trying to reach	There is no set budget range. The expectation is that prospective contractors will propose a budget based on a set of stipulated strategies.
28	Have you been involved in any events that you would like to see incorporated again?	The DHMIC expects that the annual summits will continue.
29	Do you have employees to work events or would you be looking for help from trained street teamers/ ambassadors	There is limited staffing to help work events.
30	Should the budget be included on the same CDs as the proposal?	Yes.
31	P. 17 on the first line mentions a "transmittal letter," does that also need to be included on the CDs or can that be printed and float with the cover letter and printed forms	The transmittal letter should be included on the CD.
32	On p. 14 starts the format and content order for the RFP. I see the Bidder's Signature form goes at the beginning of the proposal, should the	That would be acceptable, however the Certification sheet and Statements of compliance form can also be included in the order where it is mentioned in the

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	Certification sheet, Statements of compliance and M/WBE Tracking Form also be included in that location?	format and content of the RFP section on page 16. Also remember these forms have to be included in hard copy with original signatures.
33	<p>The RFP instructions advise to “mirror the format found in attachment A and B” for each contract year and each “project”. Would you please a.) Define “project” and b.) advise us whether we have some latitude with the budget format, specifically:</p> <p>Our hourly rates include the cost of overhead, like fringe benefits, costs of occupancy, etc. Is it necessary to break those elements out, or may we simply provide a “fully loaded” hourly rate, recognizing that the rate we quote includes all those overhead elements?</p>	Actually you can do both. You need to provide the budget information as it is asked for in Appendix A and B and Section V. However, it would also be helpful to include your rates with the explanation of what is included in the rates.
34	<p>Typically, we would provide costs by each major step in the project, e.g. research, creative planning, media production, etc. and provide a cost breakout for each step including both hours/professional fees and out of pocket costs, such as TV production, printing, media placement, etc. Is this approach acceptable?</p> <p>If yes, is it acceptable to provide ranges for some out-of-pocket line items, for example television production, for which it is hard to determine final costs at this point in time?</p>	Just like the previous question, you need to provide the budget information as it is asked for in Appendix A and B and Section V. Using the same budget structure gives us a common denominator with which to compare proposals. However, also like the answer above, if you wish to include additional budget or cost information you may do so.
35	When was the most recent research, survey, or clinical study completed on the target populations targeted in this SOW by Delaware or a subcontractor of the state performed? Is there existing research since the task force report (focus groups, surveys, data)?	Yes. The Delaware Health Statistics Center publishes an annual report that covers several key indicators.
36	Who is providing the funds – agencies or schools? Both are mentioned in the RFP.	The funding is provided, mainly, by the state.
37	Has a budget been established for this SOW?	No. There is no set budget
38	How many campaigns (Goal 3, page 8) do you anticipate/should be budgeted for to reach the	The expectation is that the prospective contractor will

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	desired audiences?	propose the optimal number of campaigns to get the job done and propose a budget based on that plan.
39	Can you elaborate on “events” under strategies on page 10? What and how many should we plan and budget for?	These events include but are not limited to the annual summit, the quarterly meetings of the DHMIC and its committees, and the meetings of the Perinatal Cooperative.
40	Should our proposal account for and budget for all strategies on page 10? If so, are some more of a priority than others? If not, can we suggest alternate or additional strategies that might be better executions of our planned strategy?	The proposed budget should be based on a proposed set of strategies.
41	Are media placement costs (TV, radio print, online and billboards) to be a part of this SOW?	Yes
42	What is the purpose of the focus groups? How many focus groups should we plan and budget for? Can we recommend another research method if it is more appropriate?	While focus groups have been used in the past, there is no required number of focus groups or even a requirement to use focus groups. The prospective contractor is welcome to propose other research methods equal to or superior to the focus groups in effectiveness.
43	How many web/micro/campaign sites do you imagine being created over the 3-year contract?	There is no set number of web/micro/campaigns expected over the 3-year contract.
44	How many social media campaigns do you expect?	There is no set number of social media campaigns expected.
45	Have you identified preferred social media channels?	The initiative currently uses Facebook, twitter and texting among other channels but welcomes other channels that can effectively reach the target audience.
46	Do you have staff to execute website content updates and social media marketing?	No
47	Will any websites created in support of the campaign be housed on Delaware State servers or should we plan for other contingencies?	Prospective contractors are invited to propose an option and indicate why.
48	Do you have a preferred technology for content management/database development?	No
49	Do you want separate mobile site(s) to drive alternate content?	Prospective contractors are invited to propose an option and indicate why.

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50	Are there specific data targets, performance results or percentage changes in the population that DPH needs to accomplish for this campaign to be seen as successful?	Yes. Increased healthy behavior among girls and women of childbearing age.
51	How will the SOW and the success of the campaign be evaluated by DPH?	Greater awareness of the risk factors for infant mortality
52	Is there a page limit to the proposal? If so, are appendices allowed? Is there any required or preferred formatting?	No, there is no page limit. The format of the proposal is indicated in Section IV of the RFP.
53	Is this RFP to implement recommendation 15 in the 2005 Task Force Report on Reducing Infant Mortality in Delaware?	The RFP includes some elements of IMTF recommendation 15 but it is circumscribed by that recommendation.
54	Is there a preference for in-state firms?	There is a preference for an organization that can do the best work at the best price.
55	What actions have been taken in the state of Delaware since the Infant Mortality Task Force recommendations were outlined? How does this RFP fit into those existing efforts?	A structure has been put in place to implement the recommendations. Implementation has been under way for the past 6 years in which time the infant mortality rate has dropped by 10 percent.
56	Section II Scope of Services B. Strategies: Is it expected that all these media are employed by this campaign or are these provided to outline responsibilities if the media are employed? Without a published budget, it is difficult to determine where the funds should be allocated.	The expectation is that prospective contractors will provide their best strategies and explain what types of media will best implement these strategies. The prospective contractor is expected to provide their best estimate of cost to implement their strategies.
57	Will the DE agency pay media bills directly or will you only pay the contractor?	The contractor will be paid and the contractor will then pay their suppliers/subcontractors.
58	Should proposals outline an implementation plan extending over three years or will the initial contract year suffice?	Proposals must outline an implementation plan extending over three years.
59	What are you looking to change?	The goal is improved birth outcomes.
60	What is driving the change for the next year?	A focus on the protective and risk factors that shape health status and ultimately birth outcomes.
61	Is this meeting because the current contract is up and you must technically go through this process or are you looking for someone new?	The current contract will soon be up and we are required to issue a new request for proposals.
62	How many people will be on the review panel	At least 3
63	Please reiterate the guidelines for teaming with other companies to bid on RFP HSS-12-018.	Please see Section II. B. and Section IV. E. of this RFP.
64	Are bill boards a requirement?	No

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65	Since the pre-bid meeting was not mandatory, are other agencies permitted to bid on this RFP? Or partner with an agency that was present?	Yes. Any partnership arrangements must be clearly explained in the bidder's proposal.
66	Has the Division considered adding mobile strategy to their goals or scope? For example, a mobile application?	DPH is open to proposals including mobile applications.
67	Are you interested in finding a new agency?	The goal is an agency that can do the best work at the best price.
68	What marketing efforts have proven to be successful?	We do not necessarily want to continue the same marketing efforts. We want the bidder to tell us how they propose to successfully implement strategies to meet or exceed the goals of this project.
69	Has the past advertising achieved your goals?	Past advertising has made a difference.
70	How many years have you worked with the incumbent agency?	Five years
71	Where is the cover letter intended to be included in the response format?	Per section VI of the RFP, a cover letter must be submitted in hard copy along with the original signature copies of Appendix C, D, E, and F. A copy of the cover letter should also be included on the CD with the proposal.
72	On page 15, D. what financial information related to the company is required?	Financial information about the company itself, not pertaining directly to the budget in the RFP, that shows the strength and stability of the company. It is not required but if you feel it adds to your proposal, you may submit it on a separate CD from your proposal. It would be deemed confidential and not subject to FOIA.
73	Can we obtain samples of campaign materials for the past 3 years (or provide location, websites, etc. where they can be seen?	www.healthywomende.com
74	How long has the incumbent agency had the contract? What agency had the contract prior to the current incumbent and for how long?	See the answer to question # 70.
75	What is your biggest challenge?	Improving birth outcomes and eliminating the racial disparity in rates.
76	Should budget information be provided for the possible years 4 and 5?	Yes
77	Under evaluation criteria, No. 4 implementation plans what are the specific services you expect to see planned and scheduled?	DPH expects the potential contractor to provide, in their proposal, what they think are the mix of services that will best implement the strategies to meet the goals of this project.
78	Are you looking to leverage social as an engagement opportunity or as a unidirectional media platform? Specifically, does the state have any policies regarding moderating user-generated content and/or comments?	DPH is open to a proposal based on any of those options. The state does not have a policy on user-generated content.

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79	Are you planning to award multiple contracts?	That determination will be made based on the nature and quality of proposals received.
80	For budget, it's difficult to allocate operating expenses and travel without knowing the scope of services requested.	See the answer to question #5.
81	For salaries, are you asking for total salary for each position or percentage based on one particular campaign? It is difficult to estimate without knowing the number and scope of campaign (same for supplies and equipment)	Prepare estimates and state underlying assumptions
82	How do you see the proposed methodology and work plan being addressed in proposals so that you're comparing proposals equally? Should we address each goal for a specific audience?	It is up to the bidder to decide how to best present the methodology in their proposal. It is up to the review committee to compare proposals.
83	Is there a missing budget worksheet as Appendices A and B don't directly correlate to the description in V. Budget? If not, should we give hourly rates for each individual?	There are no missing worksheets. See answer to question #33.
84	In the Proposal Format Section, Item D, is additional financial information required outside of Appendices A&B?	This refers to financial information that would be considered confidential. The intent is to protect confidential information if there is a request for review by a bidder. See answer to question #72.
85	Page 9, Section A states "a minimum of one campaign must target the highest risk group of women". How many different campaigns during this three-year contract?	The expectation is that the prospective contractor will propose the optimal number of campaigns it thinks will best serve the target population.
86	Would the platform for digital promotion" mentioned on page 9 under scope of services include your current website, a revamped website or re-envisioning a completely new platform?	It could include any of these.
87	What is the extent of involvement from proposer in planning of the summit? What are you expecting in terms of scope?	The contractor would work directly with the planning team.
88	Is it possible to include samples in the proposal? How many?	To the extent that the samples directly tie into the proposal, they may be included.
89	On page 17 section V the proposer is asked to estimate cost by project, how should we go about that if it is unclear how many and the size?	The expectation is that the prospective contractor would prepare cost estimate consistent with their proposed plan to address the scope of work.
90	Must everyone complete Appendix F or just those companies who wish to be considered women/minority business?	Everyone needs to complete Appendix F. We are asking if your organization is a women/minority business or not. Please answer appropriately.

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